HUMBUG

EDITOR/HARVEY KURTZMAN MANAGER/HARRY CHESTER STAFF ART/ JACK DAVIS, WILL ELDER, AL JAFFEE (EDIT), ARNOLD ROTH (EDIT) CONTRIBUTORS/ R BLECHMAN RUSS HEATH HARRY PURVIS PAUL ROSNER, LAWRENCE SIEGEL

SCA-DA-VOOM

WELCOME TO THE QUEEN

15¢—A STEAL

TAKE IT AWAY FOR 15¢

CHANNEL
N°5
Elder
THE MOST TREASURED NAME IN TELEVISION
CHANNEL

EDITOR/HARVEY KURTZMAN MANAGER/HARRY CHESTER STAFF ART/ JACK DAVIS, WILL ELDER, AL JAFFEE (EDIT), ARNOLD ROTH (EDIT) CONTRIBUTORS/ R. BLECHMAN RUSS HEATH HARRY PURVIS PAUL ROSNER, LAWRENCE SIEGEL

SCA-DA-VOOM

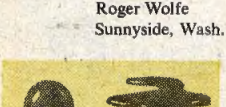
That's the sound of HUMBUG being snatched off the newsstand. And that's the way things are going with HUMBUG. Mail is rustling into the office at an accelerating rate of 100 plus letters a week. We've inked a pact for a HUMBUG paper-bound book which will appear in November.

Now lets dip into the mailbag, gang, and see what we come up with. Ah! Here's a letter . . .

Dear editor Harvey Kurtzman:

Nobody likes me. I have tried almost everything to become popular. After reading your article on "Tired Blood" I had my own corpuscles examined. Do you think I am unpopular because my blood looks like this:

Roger Wolfe
Sunnyside, Wash.



Tired Blood article

. . . it was Virgil who said, "God delights in an odd number." . . . and Horace, in Book 1 of his SATIRES, said, "You that intend to write what is worthy to read more than once, blot frequently; and take no pains to make the multitude admire you, content with a few judicious readers."

May your tribe increase.

Dan Blough
Oak Park, Mich.

Of the four leading American humorists (you, me, S. J. Perelman and Louella Parsons) none better deserves the acclaim and recognition of the masses than me. You're next, though. And I say this from a heart filled with sincerity, warmth, regard, esteem and professional jealousy. Viva Kurtzman! Long live HUMBUG!

Ray Russell
Chicago, Ill.

In these times of great political stresses all over the world,

continued

TABLE OF CONTENTS

WORLD SERIES.....4
THE CANNON.....5
EARTH SATELLITE.....10
FILM FINISHES.....11
WELCOME TO QUEEN.....13
FOOTBALL EQUIPMENT.....15
MEDICINE.....16
TOP SECRET.....18
FUND RAISING.....19
HUMBUG OF THE MONTH.22
CONSUMERS RETORT.....23
AUTUMN RAMBLES.....28
PERI COMA.....30
TCHAIKOWSKY.....32

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it is of vital importance that every citizen should keep himself well informed. Only *one* publication fills that requirement: HUMBUG! Long May it Live!

Gisa Wilkow
N. Y., N. Y.

. . . This pamphlet (HUMBUG) seemed to be a mockery of all that is good and pure . . . If you are trying to start a revolution against such things as truer-than-life Hollywood films, social intercourse in the form of cliches that are pregnant with meaning, and that all-American non-libidinous past-time, baseball, then all I can say is "How can I join your club?"

Natalie Attired
New York City

Man, like where did you guys get the clue for the crazy mag? . . .

Phil Alexander
Windsor, Ont.

. . . Now at last I can afford your [15¢] trash . . .

Bob Taylor
Royal Oak, Mich.

. . . you've got it made.

J. R. Thornton
Lexington, Mass.

. . . "What a Gas!" . . .

John Fitzgerald
Park Ridge, Ill.

. . . very educational . . .

Bruce Zamcheck
Maple Hts., Ohio

. . . top-notch . . .

Tom Schuster
Akron, Ohio

. . . the most! . . .

Jimmy Richard
Groves, Texas

. . . neato . . .

Andy Moore
Scottsdale, Arizona

Bah ! ! !

Richard Moore
Bryan, Texas

. . . ECH!

Donald Paulson
Hamden, Conn.

. . . How come the entire standing army, and the home guard are at left shoulder arms? Whenever troops are on parade or guard they stand at *right* shoulder arms.

James Macarthur
James Girard
Gross Ile, Mich.

British Standing Army

I have just read the September issue of your publication and was utterly horrified and disgusted by your article, "Something of Mau Mau."

. . . Was it merely intended as another of your anti-British digs? I noticed you really go in for these . . . Britain has her own particular way of poking fun at herself in her own magazines. Why not stick to the American side of things? After living in New York for a year, I'm convinced you'll have plenty of scope.

Eve Begley
Thistletown, Ont.

. . . One complaint: HUMBUG reminds me too much of England's PUNCH. It's not that I don't care for PUNCH, I merely dislike it intensely. In fact, violently.

Richard Novak
Homewood, Ill.

. . . Dave Beck is not only for pinning up in trucks [See pin-up of Dave Beck in HUMBUG #1] but in libraries of college graduates who happen to have a diploma from the University of Washington, 1950. I have one of these signed by Dave Beck, president (then) of the Board of Regents . . .

M. L. Littleman
Honolulu, T. H.

. . . HUMBUG never came out in Huntsville . . . I had to get a copy in Chattanooga . . .

Esmond Adams
Huntsville, Ala.

. . . I sure hope you can keep this magazine on its feet until the newsdealers decide to put your magazine out where the public can see it. I found this copy while scrounging around behind some paperbacks of dubious character that were stuck on one of the lower shelves . . .

Lennart Berggren
Spokane, Wash.

HUMBUG fans can do us a favor to help our distribution. If he doesn't carry HUMBUG, pester your newsdealer till he does. Use subtle methods like reading magazines free at the rack and putting them back crooked. —ed.

. . . if you print any part of this letter, you REALLY must be desperate for mail.

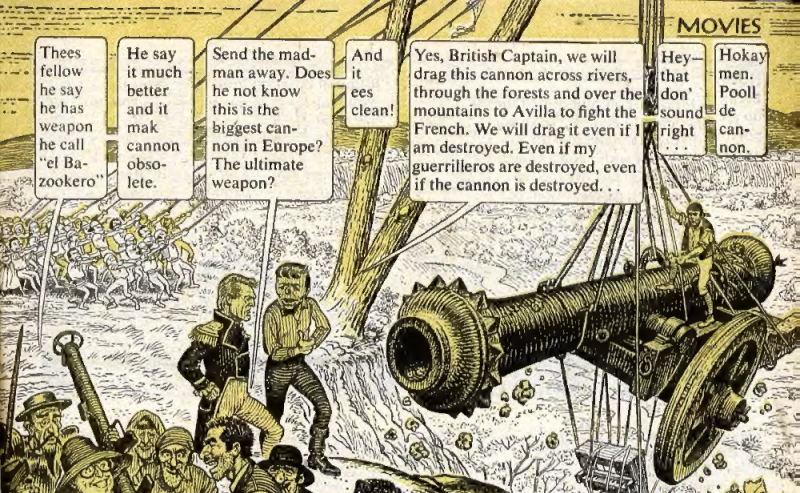
Stephen T. Smith
Moses Lake, Wash.

Address letters to HUMBUG 598 Madison Ave., N. Y. 22, N. Y.

Cigar Store Indian, 1957

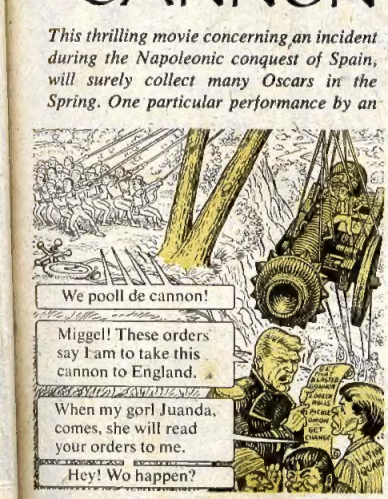
WATCHING THE WORLD SERIES

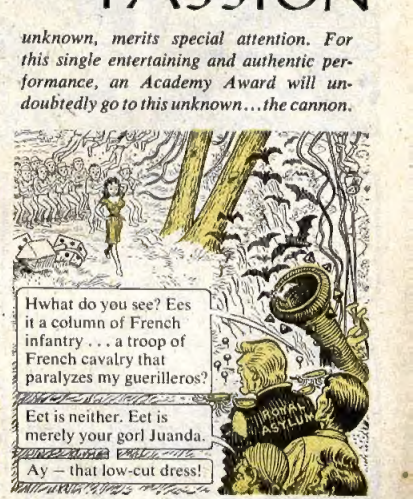
Blechman


Thees fellow he say he has weapon he call "el Bazookero"
He say it much better and it mak cannon obsolete.
Send the madman away. Does he not know this is the biggest cannon in Europe? The ultimate weapon?
And it ees clean!
Yes, British Captain, we will drag this cannon across rivers, through the forests and over the mountains to Avilla to fight the French. We will drag it even if I am destroyed. Even if my guerrilleros are destroyed, even if the cannon is destroyed. . .
Hey— that don' sound right . . .
Hokay men. Pooll de cannon.
Elder

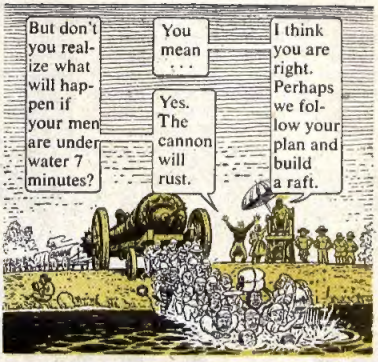
The CANNON *with the* PASSION

This thrilling movie concerning an incident during the Napoleonic conquest of Spain, will surely collect many Oscars in the Spring. One particular performance by an unknown, merits special attention. For this single entertaining and authentic performance, an Academy Award will undoubtedly go to this unknown . . . the cannon.


We pooll de cannon!
Miggel! These orders say I am to take this cannon to England.
When my gorl Juanda, comes, she will read your orders to me.
Hey! Wo happen?


Hwhat do you see? Ees it a column of French infantry . . . a troop of French cavalry that paralyzes my guerilleros?
Eet is neither. Eet is merely your gorl Juanda.
Ay — that low-cut dress!
ROYAL ASYLUM

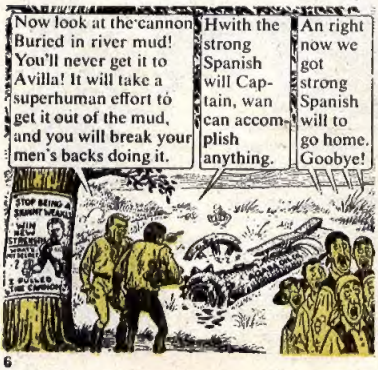
Hokay! Break it up an pooll de cannon!
Miggel! You cannot pull the cannon to Avilla! We've got to cross the river. With an 800 foot width and a trajectory of 20 feet, by the time your men reach bottom of the parabola, they will have been under water 7 minutes.
Captain. You do not unnerstan' the mind and the will of the Spanish people.
Hokay! We pooll de cannon!
SPANISH ENGLISH TRANSLATION BOOK


But don't you realize what will happen if your men are under water 7 minutes?
You mean . . .
Yes. The cannon will rust.
I think you are right. Perhaps we follow your plan and build a raft.

Hokay! Now everyman pooll the ropes and we will guide the raft across the river.
Hwatch out! The raft ees drifting!

There are too many on the wan rope.
Hwat ees it that attracts everyman to that wan rope? Ees it the easiest to pooll? Ees it kinder to the hands?

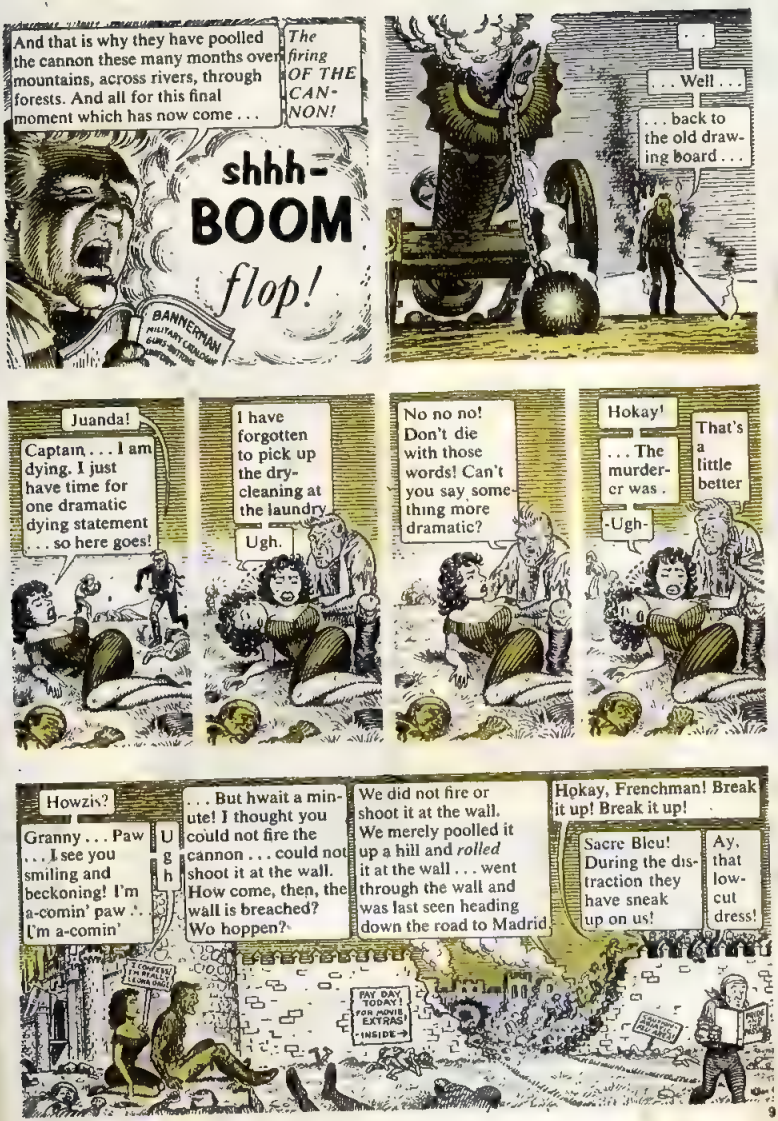
Eet is neither. Eet is merely your gorl, Juanda!
Ay, that low cut dress!
The cannon! She is drifting loose!
MONTE CARLO MONACO


Now look at the cannon. Buried in river mud! You'll never get it to Avilla! It will take a superhuman effort to get it out of the mud, and you will break your men's backs doing it.
Hwith the strong Spanish will Captain, wan can accomplish anything.
An right now we got strong Spanish will to go home. Goobye!
STOP BEING A SCABBY WEAKLING WIN THE STRUGGLE
I PUSHED THE CANNON

Captain. My men are in sore need. We shall not be able to go on without certain supplies.
Miggel! The day ees save'! We have stolen this wagonload of supplies from the peasants —filled with everything we need! Food! . . . Trusses!
Hold on! You can't steal food from the peasants. Britain won't stand for it!

Perhaps the nosey Englisi Captain would like to have the classic Spanish knife-fight eh?
Here Captain! You will need the blanket, an you will need the over-sized jack-knife for the classic Spanish knife-fight one so often sees at the theatre, etc. . .
I can't seem to work this over-sized jack-knife! I keep pulling out a can-opener blade or a screwdriver blade.
Ah . . . here's the one I want . . . a pistol blade.
Hokay! Somebody get Juanda from the river and then, let us go and . . .
. . . we know! POO-LL DE CAN-NON!
Dr Scholls Zino-pads
. . . woops!
. . . let too moch of me show that time. I hope there ees no trouble from pressure groups!
Juanda!
Juanda , I have been watching you bathing and I have such a headache along with the rest of the movie goers, trying to see through the water. Juanda! I love you. But even though we are alone together—we cannot stay. We must go back and . . .
AND POOLL DE DRATTED CANNON!
Ay, that low-cut towel!
DON' FORGET TO CAMOUFLAGE DE CANNON!
The French will never suspect we are poolling the cannon over instead of around the mountain. Especially if they keep their eyes closed.
For 3 days you say 'pooll de cannon' . . . Now you say 'poosh de cannon'! . . . Miggel . . . you make for the great confusion.
Okay! Poosh de cannon!

Lookout! The cannon eet has broken from the ropes!
AT ALL TIME CAREFUL WITH ZE CANNON
Eet has broken through the forest!
Eet has broken through the solidly stacked rock!
Ay, that low-cut dress!
Now look at your cannon. Smashed to bits against the stone mountain. Now you will certainly have trouble getting it to Avilla.
I am beginning to suspect the Englesi has a point there!
Oh Joy!
Captain, you still do not unnerstan the will of the Spanish people. The French have taken their homes, their land, and that is incentive. An then there's the main incentive that I will keell the forst man who does not pooll the cannon. Hokay everybody. Pick up a piece and put it in the pocket. . . and then . . .
. . . OH SOB! . . . WE POOLL WHAT EES LEFT OF THE CANNON
SEE BEAUTIFUL SPAIN FOR FREE!
HELP PULL THE CANNON
AVILLA!
That was the best way to pooll de cannon to Avilla . . . in little pieces which we have now pasted together.
Now while the Englesi fires the cannon, we shall charge. Ees everyone ready? Guerrileros . . . are the pitchforks sharp? Juanda . . . is your eyelash shadow on?
And now I understand the will of the Spanish people . . . Why they charge the wall . . . why they charge the producer...
ENTRANCE
EN

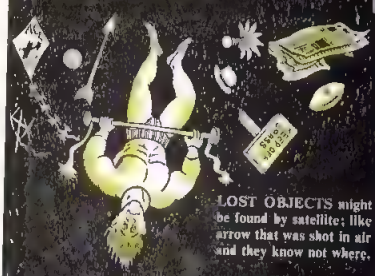

And that is why they have poolled the cannon these many months over mountains, across rivers, through forests. And all for this final moment which has now come . . .
The firing OF THE CANNON!
shhh-
BOOM
flop!
BANNERMAN MILITARY CATALOGUE GUNS SWITCHES UNIFORMS
. . . Well . . .
. . . back to the old drawing board . . .
Juanda!
Captain . . . I am dying. I just have time for one dramatic dying statement . . . so here goes!
I have forgotten to pick up the dry-cleaning at the laundry.
Ugh.
No no no! Don't die with those words! Can't you say something more dramatic?
Hokay!
. . . The murderer was .
-Ugh-
That's a little better
Howzis?
Granny . . . Paw . . . I see you smiling and beckoning! I'm a-comin' paw . . . I'm a-comin'
Ugh
. . . But hwait a minute! I thought you could not fire the cannon . . . could not shoot it at the wall. How come, then, the wall is breached? Wo hoppen?
We did not fire or shoot it at the wall. We merely poolled it up a hill and rolled it at the wall . . . went through the wall and was last seen heading down the road to Madrid.
Hokay, Frenchman! Break it up! Break it up!
Sacre Bleu! During the distraction they have sneak up on us!
Ay, that low-cut dress!
PAY DAY TODAY! FOR MOVIE EXTRAS! INSIDE→

International scientists gather to check new information with what is already known.

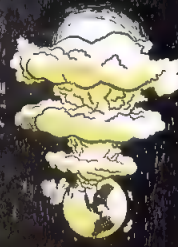
THE EARTH SATELLITE

This is an 18 month IGY (International Geophysical Year). Scientists all over the world are furiously taking measurements of everything everywhere for the next 18 months, when all the measurements will be brought together, regardless of nationality, into one large pool of measurements. An anxious world waits in breathless anticipation for the outcome of these measurements, two questions in their minds: How come a year is 18 months? and: Who needs it? Part of the IGY will be the launching of the earth satellite to take more measurements. What they'll find when the satellite is launched is open to much guessing. However, we of HUMBUG *know*, as our accompanying artist's-concept will show you.

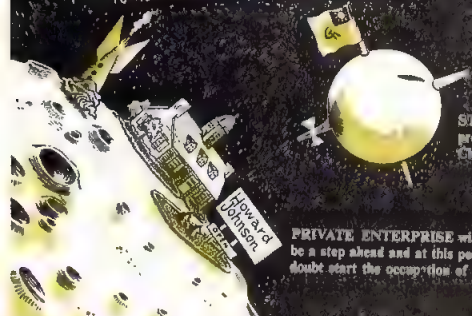
THE SATELLITE: Observations will be relayed by dedicated midget scientists on the inside with special equipment.



LOST OBJECTS might be found by satellite; like arrow that was shot in air and they know not where.



H-BOMB test data will be collected by satellite concerning Fall-Out.



STATE DEPARTMENT may face the problem in that, would sighting Red China satellite constitute recognition?

PRIVATE ENTERPRISE will as usual be a step ahead and at this point will no doubt start the occupation of the moon.

Putting to use a vast knowledge of movie plots, Harry Purvis has brought together at hardly any expense to his imagination, some classic close-lines with the unconditional guarantee that, if properly applied, they will give any picture a real smooth finish.

A FINE, FINAL GESTURE

"Forget about me, Danny – your big brother never was any good–you were just too close to me to see it . . . . . Now take the girl and get out of here before this whole place blows up!"

THIS IS "30"

"You heard me right the first time, Carney. I'm leavin' this 'yellow sheet' flat–for keeps. Oh I know I've learnt how to stomach a lot of raw deals since I first came to work for you–but when you ask me to write an article persecutin' a nice little old lady that never did nobody no harm–just so's you can sell a few million more copies of your rotten 'rag' to a mob of sensation-hungry morons–then I'm thru bein' your boy, Carney–it's time to call quits. I'm goin' back to writin' copy for the Shuxville Journal where the pay mightn't be so hot, but you sure sleep a lot better come bedtime–and who know? –I might even find time to write that novel."

THE LAST SWASH OF THE BUCKLE

"Thus ends a tyrant's reign! The people of Moronia are once more free to work and play as they did in the old days. Count de Nassti has been deposed and Prince Michael has once more gained his rightful place as heir to the throne . . . You Musketeers have served your king and country well this day, and have won the undying gratitude of the nation. LONG LIVE MORONIA!"

YOU TAKE THE WEST SIDE, AND HE'LL FIGHT THE EAST SIDE

"GO ON, MARTA! GO ON WITHOUT ME! This is as far as I go. You can make it to the Western sector alone now. Someday—if all goes well—I shall join you—but for now I must stay here—there is still much work to be done on this side of the border—and I shall remain until the world is once more at peace . . . Tell Carl that THE FIGHT FOR FREEDOM CONTINUES!"

WHY?

". . . . such a waste—such a dreadful waste of talent. Oh John—he could have accomplished so much if he had just stuck to his harpsichord. Why did he have to turn killer?"

ROGER—AND OUT

"I—I'm nearly out'a oxygen, Danny—findin' it kind'a hard to breathe . . . . . I—I can see the Jap carrier now—I'm—I'm takin' her down, Danny . . . . . S'long, sucker—this is the weddin' present I promised you and Sally—"

ALOHA

"The white men are leaving us forever, Mamoora. Do not weep, little one—it is better that this is so—you shall see. They brought with them nothing but lust and greed. Now they have again set sail for their own land, and the island of Goona Goona shall once more return to its peaceful ways. The women will once more fish and hunt and make the 'mali-mali'—and we, the men, will once more dance and play. Yes, it is better that this is so—you shall see."

I, FOR ONE

"Who'd of ever thunk that old Mister Perkins, the kindly newspaper editor, was the one that was behind all this here rustlin' and killin'? Who'd of ever thunk that?"

THE END OF THE SAFARI

"What with native uprisings, giant apes, witch doctors, man-eating anteaters and the rest, this safari has been a bit of an adventure, Lady Jane. I must say, however, that I shan't be sorry to see the shores of jolly old England again. Who knows? Perhaps we shall meet another day on some future safari. Until that happy occasion arrives, I'll just bid 'awomba' to you and your charming half-savage husband. Remember to convey my best regards to Chief Zambooza, and —Oh yes, before I forget—please see that that delightful, little rascal Teema gets this small token of appreciation for all the moments of amusement he provided during some rather trying ordeals. It isn't much really—just a poisoned banana."

WELCOME TO THE QUEEN

As you know, Her Majesty, the Queen of England, is visiting the United States. In Anticipation of This August Occasion (and being aware of your slovenly manners, readers) we Publish on This and on the Following Page, Information on Correct Protocol and Special Preparations and Considerations Preceding Her Arrival.

PROTOCOL: Good Manners Mean a Lot and Will Always Get You Invited Back Again.

CURTSYING varies in a democracy depending on occupation and situation in life such as (1) Track Meet curtsy, (2) "Safe" curtsy, (3) Crap Shooter's curtsy, (4) Washer Woman's curtsy, and (5) Charleston curtsy.

CAPES over mud puddles are proper but old-fashioned.

A MUST—always give Queens seats on crowded busses.

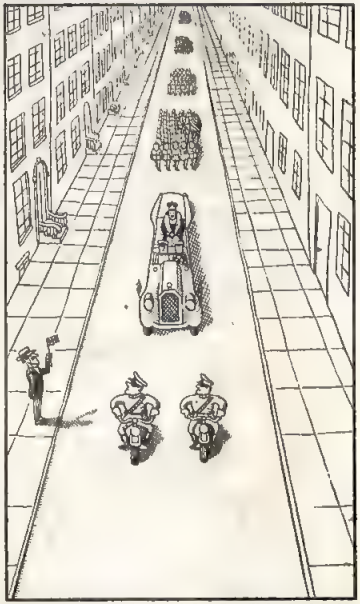
WELCOME TO THE QUEEN

PREPARATIONS: To make visit happy intelligent efforts will be made to plan

A CAUTIOUS study of history will cause cancellation of original plans for Royal Boat to dock at Boston.

CERTAIN unnamed veteran's groups shall, understandably, have to be excluded from the welcoming parade.

F. B. I. will review Queen's former political connections before she is allowed entry into our country.

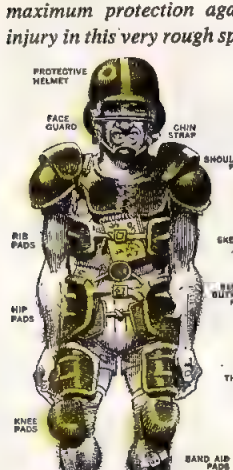


BEST of behavior is hoped for. It will be inadvisable for Queen to parade through Irish neighborhoods.

FOOT-BALL

SAFETY EQUIPMENT

is designed to afford players maximum protection against injury in this very rough sport.



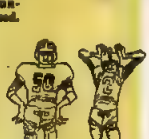
Football players, like knights of old, go into battle wearing armour that protects every part of the body. There are three basic areas: head, body and leg area. These are divided into smaller areas such as fingers, eyes, ribs, etc. These are subdivided further…to fingernails, pancreas, etc. Each and all of these are protected by special equipment, proving that football is safer than ever… as shown by diagrams of horror on right.

HEAD AREA

Faceguards are useful but unfortunately are not standardized.

Helmet protects vital head area.

Helmets must absorb punishment.



Note: Helmets dent and bruise scalp.

Rich teams buy expensive helmets.

They are strong and well made.

Won't dent, can not bruise scalp.

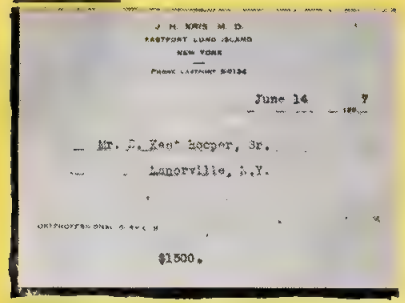
BODY AREA

To allow movement, the steel and plastic body plates slide freely.

LEG AREA

Knees are vulnerable, require special pads.

Big cleats anchor shoes to ground, prevent dangerous slips and slides.



J. M. KRIS M. D.
EASTPORT LONG ISLAND
NEW YORK

June 14 7

Mr. & Mrs. Kent Hooper, Sr.
Lanorville, L.I.

$1500.

The former famous Benny Hooper bill before its destruction.

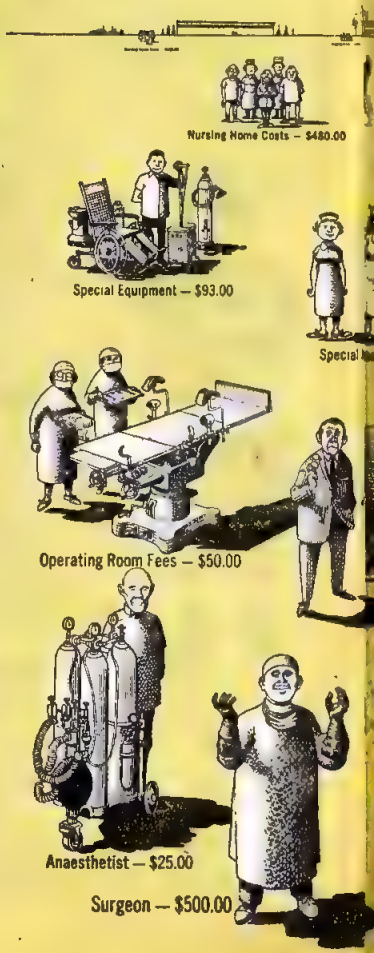
WHY THE DOCTOR BILLS

Several months ago the bill shown above, now known as the famous Benny Bill, was sent to the parents of a little boy rescued from a well and later because of aroused public opinion the bill was destroyed. Now that we've all had time to calm down, the public should feel pretty foolish. Instead of looking for "free rides" at the expense of the medical profession, the public would do well to think about being a little more grateful for all the wonderful treatment it gets when it is sick. Specialists today stand ready to serve every medical need.

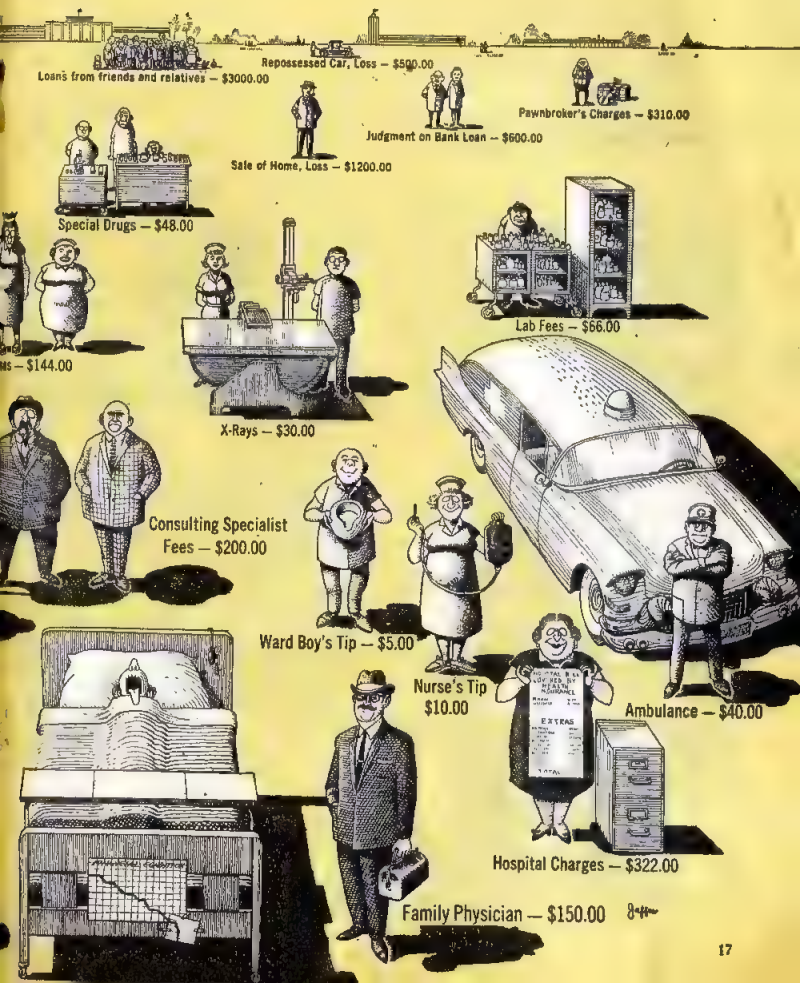
On these pages we show an example of a typical hospital case, illustrating the marvelous team that swings into action when you get very sick The patient shown, truly knows the full value of the services he receives from medical science. After all, why worry about the money. The main thing is your health.

THE TEAM THAT SWINGS into action is arrayed here in panoramic shot, dramatically illustrating who and how much it takes to care for a sick patient. Patient will need the help of every man and woman on team, mainly since he just got the bill.

AGE



OF SPECIALIZATION

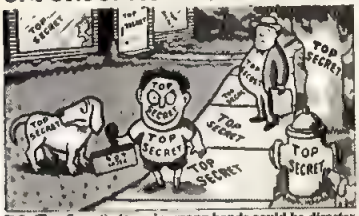

Loans from friends and relatives — $3000.00
Repossessed Car, Loss — $500.00
Pawnbroker's Charges — $310.00
Judgment on Bank Loan — $600.00
Sale of Home, Loss — $1200.00
Special Drugs — $48.00
ms — $144.00
X-Rays — $30.00
Lab Fees — $66.00
Consulting Specialist Fees — $200.00
Ward Boy's Tip — $5.00
Nurse's Tip $10.00
Ambulance — $40.00
EXTRAS
Hospital Charges — $322.00
Family Physician — $150.00

CLASSIFIED
TOP SECRET

OR, *DON'T* LOOK ON THE YELLOW PAGES

The court-martial of Col. Nickerson has set off a controversy as to proper use of the TOP SECRET classification which we intend to clear up here and now. Also, how come you are reading this? Can't you see the sign up there?

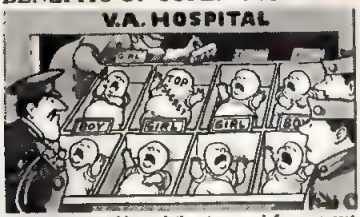
UNFORTUNATELY, SUPER SECRECY HAS DANGERS



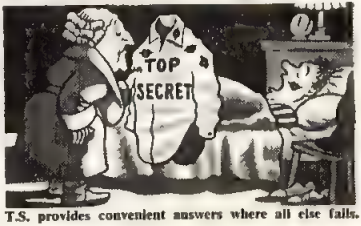
T.S. (Top Secret) stamp in wrong hands could be disaster.

Arrangements must be made for T.S. document authors.

BENEFITS OF SUPER SECRECY SHOULD NOT BE OVERLOOKED

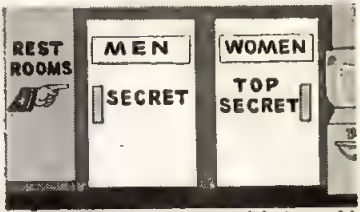


T.S. keeps everything relating to armed forces secret..



T.S. provides convenient answers where all else fails.

Some officers simply can't be trusted to discretion.



In U.S. capitol, Washington, one can't be too careful.

FUND RAISING

Raising money for charity is an occupation that has gone from rags to riches. No longer a matter of begging, fund-raising involves billions of dollars and is run by highly organized professionals In true humane fashion they raise money regardless of race color, creed. In fact, regardless of charity.

HOW THE SNAPPIER FUND RAISING ORGANIZATIONS OPERATE TODAY.

Home of charitable institution is in bad shape because it hasn't enough money to repair damaged front step.

Charitable institution's director takes problem to sympathetic professional fund raiser who steps in.

Professional fund raiser brings vast efficient organization into play and a huge national campaign gets rolling.

Avalanche of money pours in as result of door to door canvassers, telephone pledgers, and mail pieces.

All money is turned over to the charitable organization - naturally minus fund raising expense and fees.

'Giving' makes donators happy. 'Getting' makes fund raisers happy. Charity gets step fixed. All's well.

FUND RAISING

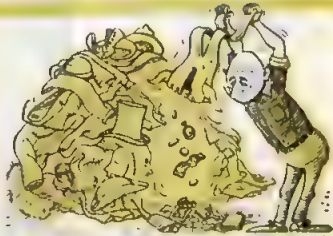
Perhaps you would like to be a fund raiser. If so,. here are the latest techniques of fund-raising guaranteed to make donating money a pleasure. In any case, use them or not, we assure you these schemes will stir warm memories inside your hearts.

A presentable solicitor by his or her very appearance can often inspire generous donations.

The make 'em feel like a big-shot-or-a bum approach is psychological and works very well.

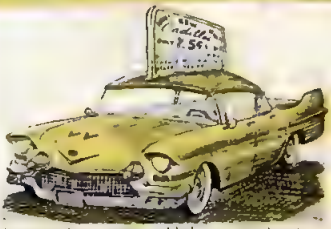
Receiving free gift in mail is such fun, people always send donation worth much more than gift.

A sure-fire donation getter is to send colorful charity stamps . . . thousands and thousands of them.

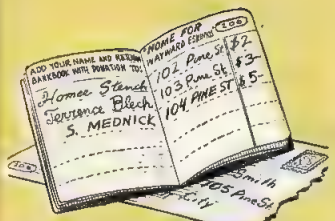


Clothing donations are popular. A person's old clothes often serve the needy unusually well.

Having device pinned enthusiastically on one's lapel is always sure to bring large donation.

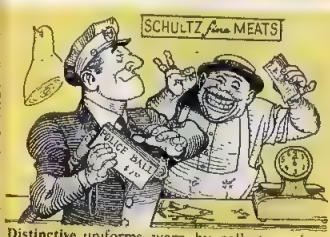


Detroit offers single welded unit combination body and sign rack for ever popular car raffles



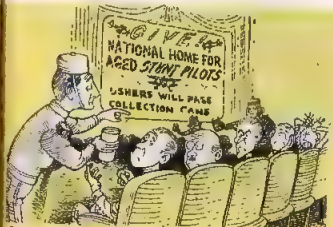
Mailed bankbooks, with fake writing, give you a chance to prove you're not a cheapskate.

Charity appeals work fine on store counters and in bars where sentimental drunks give freely.

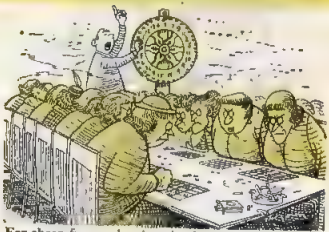


Distinctive uniforms worn by collectors gives donors confidence in worthiness of the cause.

Child fund raisers are irresistible, especially the neighbor's cute li'l tyke from next door.

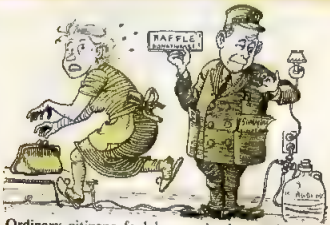


Collections in public places are welcome diversion to many who tire of uninterrupted shows.



For sheer fun and gaiety in donating to charity, nothing beats Game Nights, Bingo, and Bazaars.

Fund raisers are careful about their timing because donation come easier at certain times.



Ordinary citizens feel honored when public officials make visits to collect funds.

☆ ☆ ☆ THE HUMBUG AWARD ☆ ☆ ☆

Dedicated to lovers who win this page honors

Ex-Miss U.S.: Leona Grage

HUMBUG HEROINE OF MONTH

Ebenezer Scrooge Jacob Marley
JUDGES

CONSUMER retorts

FREE WITH HUMBUG

CR reports on, appraises, and recommends the best buys in

CONFETTI

Also ratings on 1957

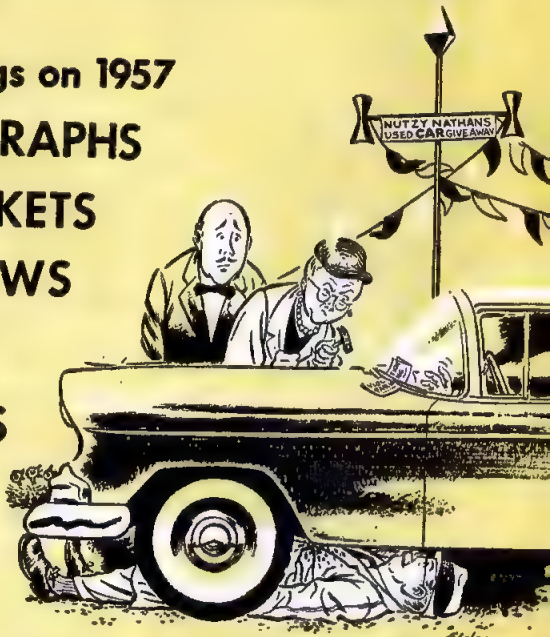
SEISMOGRAPHS

GUM TICKETS

RICKSHAWS

FORTNYS

GRUNCHS



USED CARS

Use our Dandy 950 item check-list entitled, "Death to Dealers," when you buy your used car.

Confetti

A CR survey of 9 top confetti brands reveals fishtail-shaped flakes and other radical designs are gaining consumer attention.

On an electronic tester built especially for the purpose, technicians test a confetti flake for stress and strain.

In line with its policy of testing, comparing, and rating important consumer products, CR enlisted the services of a team of confetti experts to evaluate the varied brands in this dynamic industry.

Working in groups of four, the team tested each of nine brands for beauty of design, strength, flight accuracy, and togetherness.

To insure results based on realistic conditions, CR staged a parade inside one of its larger laboratories. A squad of expert CR parade-watchers was assigned to sit in specially-constructed grandstands along the laboratory walls and to throw confetti at the marchers. In five days, the paraders and parade-watchers, working 24 hour shifts, used up an amount of confetti equivalent to a year's parades and pageants, under average conditions.

New designs or old standbys?

CR found the new two-toned confetti flake, particularly the violet-green model of Puffy HI2453, to be pleasing to the eye, but it lacked the richness in appearance of the more conservative solid red of Wispo Model 12. On the other hand, the staid globular shape of Seymour's Flytrue was found to be a trifle monotonous, and was overshadowed by the revolutionary fishtail confetti flake being put out by Lindy II. However, another fishtail flake (Horizon V-172), because of its tiny luminescent tape attachment, was adjudged too flashy and beyond the realm of good taste.

Weak confetti is poor confetti

CR's team of experts carefully checked the various brands for durability. Two products (D.F.C. and Lindy II) were deemed unsatisfactory because a majority of their flakes split in mid-air. The more solid Seymour's Flytrue stood up the best, not only with a minimum of breakage, but because of its steady flight calibre. Sky Pal also had a low breakage average but received only a fair rating because many of its flakes had surface chips when landing.

Bull's eye or Maggie's drawers?

The test for flight accuracy showed that two brands (Wilbur 'n Orville 110-N and Sky Pal) had the highest ratings, but only on medium speed overhand tosses. For curving, side arm, and knuckle deliveries, the new Julius' Jet PR91 was the most accurate.

Togetherness

Fully realizing the importance of a compact stream over a disorganized shower, the CR expert team diligently inspected each brand for gregariousness. Which flakes fly closely alongside their brothers? Which glide off in independent ares? The greatest esprit de corps was

Research and writing of the Confetti Survey and other surveys in this edition were under the supervision of researcher Lawrence Siegel.

found to be in Sky Pal, which landed on targets with 87% of its members intact. Wispo Model 12 and D.F.C. both showed 71% membership landings. Poorest group was Lindy II, which had an indifferent landing average of 27%.

Buying loose confetti

While CR strongly recommends brand buying in confetti, some excellent bargains in loose confetti can be gotten by the intelligent shopper.

What to look for

Unless you really know confetti, when buying it unpackaged, it is wise to stick to conventional types. Avoid the modern, handsome, but sometimes erratic fishtail, TV rabbit-ear, and mushroom cloud designs.

A good way to inspect a confetti flake is to rub your thumb lightly around the edge. If it is perfectly smooth, it is probably machine-made, and usually reliable. If it has a slightly rough, but even finish, it is one of the better hand-made products, and your ( ) Best Buy. Be especially careful of flakes having a rough, uneven finish. They are counterfeits (or "Counterfetti," as they are called in the trade).

Used confetti—a bargain or a bust?

Ever since the war, volume in used confetti has increased tremendously. A big reason for this is because of the growing interest in the product by youngsters. Since they can't always afford to buy new confetti and because it isn't always practical to borrow from their parents, teen-agers are becoming key targets in a comparatively new, but profitable market.

Many reputable confetti stores sell used confetti. It is usually obtained by giving purchasers trade-in values on old confetti, whenever they are buying new supplies. CR tested used confetti in eight leading stores and recommends only one brand as satisfactory: "O.K. Used Confetti." An especially appealing feature of "O.K." is its 90-day, or 2,000 mile guarantee.

Remember, if you must buy used confetti, exercise extreme caution. It is CR's conviction, however, that you will get better overall value if you purchase the product new. After all, why buy somebody else's troubles?

RATINGS OF NINE CONFETTI BRANDS

Listed in order of estimated overall quality within each group. Check ( ) brands were judged exceptionally good buys. Prices are averages paid by CR's confetti shoppers.

CONSERVATIVE BRANDS

BEST BUY

SEYMOUR'S FLYTRUE (Seymour Getzoff, Inc., Bronx, N. Y.) $3.40. Sturdy construction. Steady in flight. Globular shape unexciting, but satisfactory. A confetti you wouldn't be ashamed to throw anywhere, including Coronations.

GOOD

WILBUR 'N ORVILLE 110-N (Flybynight, Kitty Hawk, N. C.) $3.75. Good texture. Oval shape. Deadly accurate on medium speed tosses. Recommended for throwing at usually elusive, thin parade-marchers and heroes.

FAIR

WISPO MODEL 12 (Marvin Wispo Model X11, Bayonne, N. J.) $3.90. Available in solid red and blue. Erratic in performance. Has tendency to stick in damp weather. Recommended for minor parades and for use with informal attire.

D.F.C. (Wilde Blue, Yonder, N. M.) $3.50. Weak construction. Comes in conservative olive and gray Ivy League shades. Can be used for parades on Madison Avenue.

RADICAL BRANDS

EXCELLENT

JULIUS' JET PR91 (Julius B. PR91, Mednick, Cal.) $4.85. Exciting mushroom cloud design. Comes in new flip-top crush-proof package. Versatile. Easy on the hands.

ACCEPTABLE

SKY PAL (J. F. Dulles, Inc., Pizza, Ft. Somaililand) $5.15. Colorful two and three tone models. Fine accuracy. When accidentally swallowed, will not upset stomach as aspirin often does.

PUFFY HI2453 (X-Bar-X Ranch, Checkerboard Sq., Tex.) $2.60. Interesting two-tone flakes, some a bit too loud. Comes in flashy one-button box with padding at top. Not for "smart set", but generally has good trade-in value.

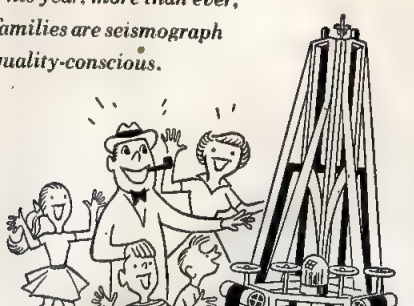
POOR

HORIZON V-172 (Freckles Co., Staten Island, N. Y.) $3.30. One of the fish-tail models. Has tiny luminescent tape attachment. Poor taste. For adults only.

SUBSTANDARD

LINDY II (Ralph, c/o The Roundhouse, Hilton Landing, Ida.) Lowest rating of all confetti brands available. Inferior structure. Color has a tendency to run when in contact with damp or wet surfaces and can seriously irritate exposed eyeballs. If swallowed accidentally, is extremely toxic and will probably kill.

This year, more than ever, families are seismograph quality-conscious.



Seismographs

In order to determine which of the low-priced three in the 1958 seismograph line is the best buy for the middle-income-bracket consumer, CR put the Reverbera Model 19G, the Pendula Jiff, and the Alum, Jr., through a series of tests.

Kindness To Hands Test

For the first test, the three models were immersed in a tank of warm water. In turn, each seismographist was blindfolded, put his hands in the water, rubbed all parts of the machine, withdrew his hands, examined them under a special Roughometer Machine. In a majority of cases, the experts' hands were rough and red after rubbing the Pendula Jiff and Alum, Jr., but soft and smooth after rubbing the Reverbera Model.

Odor Test

Preliminary tests showed that all seismographs offended. But later inquiries brought out the fact that the laboratory assistant was an infrequent bather. The entire test was thrown out. However, it is CR's opinion that all seismographs have a tendency to offend so it is recommended that a spray deodorant be applied under the pendulum rod once a day.

Taste Test

Pendula Jiff was found to be decidedly milder than the Alum, Jr., and Reverbera Model 19G This was due to an exclusive filter tip addition to the bromide paper which made Pendula Jiff milder, much milder.

Note—CR had planned to evaluate the middle-priced three in the 1958 seismograph line, next month, but the plan was discarded, owing to the destruction of the test models in a sudden and unexpected earthquake.

Brand A: Thorough coverage of facts

Brand B: Fine Detail

Brand C, Too Commercial

Brand D: Interesting

Baseball

What is happening in the ever restless baseball gum ticket business? Are consumers buying, or adopting a wait-and-see attitude? How do this year's models compare with last year's? These are only a few vital questions being asked by Americans today.

The findings of a CR survey are being incorporated into a four part series, the first of which will deal with a comparative study of the three top baseball gum ticket companies.

The accompanying chart evaluates them according to quality of bubble gum, wrapper, and ticket (both sides):

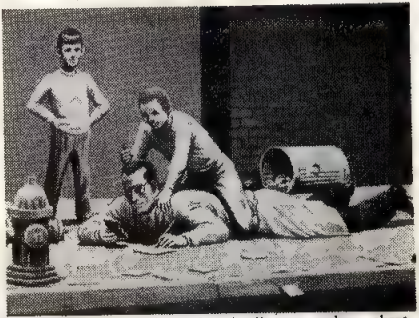
TABLE OF COMPARISONS BASEBALL GUM TICKET COMPANIES

Company symbols are as follows: MBG- Multifact Baseball Gum Co.; MRBG- Multierfact Baseball Gum Co.; MMRBG- Moremultier-fact Baseball Gum Co.

	MBG	MRBG	MMRBG
Wax Paper Wrapper	Neatly folded edges. Fits gum and tickets well, but tends to become baggy in heat.	New wash 'n wear type. Can be washed, drip-dried, and reused.	Good color. Lettering crooked. Retains gum smell.
Gum	Doesn't fill mouth. Makes uneven bubbles. Nine flavors, including prune mint.	Did not bubble, but was fine for snapping.	Makes headsized bubbles. Non-toxic, unless swallowed.
Tickets	Strong cardboard. Good for tossing heads and tails. Too many scowling ballplayers.	Cardboard weak. Inaccurate for tossing heads and tails. Good percentage of smiling players.	Cardboard fair. Good for heads, weak on tails. Few smiling players, but those who do, show teeth.
Choice of Subjects	Good, but occasionally gets careless and throws in Buck Jones, Ken Maynard, and Hoot Gibson.	Poor. Current line includes Zeke Bonura, Joe Orengo, and Babe Herman.	Good. But company president, being a Yankee fan, tends to degrade Chicago and Cleveland players.
Biographical Data	Thorough. Lists player's blood type, next of kin, and family doctor.	Sketchy. Omits such data as whether or not player likes Chinese food	Good. Includes such information as how often in average year player takes out garbage.
Overall Evaluation	Though careless and sloppy at times, a generally good buy.	Poor. But CR recommends some tickets in group featuring smiling players.	Good. Would be excellent if company president were less prejudiced.

Bubblegum Tickets

Testing cards for tossing strength, CR technician creates realistic conditions



After further realistic testing (wall toss, scaling, cheating) technician observes wear and tear on tested card.

TRAVEL

AUTUMN RAMBLES

It is fall. For you who yearn to tread the rustic path, the accompanying 2 page spread can be invaluable for wildlife identification. Also, for you who venture forth for the first time, we suggest proper equipment (below). And for you who stay home, we're with YOU.

Legends identifying illustrated wildlife.

A—You, Happy Wanderer
B—Florida State Capitol
C—Cry of Wild Goose
D—Little Rock
E—Big Rock
F—The Rock
G—Nearest Subway
H—Bear Family about to Hibernate
I—South-bound Bird
J—Hungarian Refugees
K—Honey Bear
L—Angry Farmer
M—A Levee
N—A. Levy
O—S. Mednick
P—Couple Fresh Kids
Q—Maple Tree
R—Maple Tree
S—Another Maple Tree
T—What Else?
U—Clothes Tree
V—Cumulous Nebulous Cloud (clean)

A
B
C
D
E
M
N
J
K
L
I
MIAMI
Arnold Roth

TELEVISION

PERI COMA

PERI COMA as a Policeman

. . . as a Butler

. . . as a Judge

STAR OF THE COMA SHOW VOTED IDEAL MALE. Women polled, admire him as the ideal man. What if this came true? What if all men were relaxed and easy going like Peri Coma? How would they act or fulfill their jobs? Ask no further. The answers are here.

. . . as a West Pointer

. . . as a Dignitary

. . . as Elvis

DON'T SAY YOU LIKE TCHAIKOWSKY

by Paul Rosner

My dear, naïve, ingenuous child,
We are going to a cocktail party tonight,
Those cocktail parties really are a delight,
The conversation's always clever and bright —
It's obvious you just can't wait to go.

You'll meet all those of whom you've been told,
Oh, such stylish people! All so well controlled —
That brilliant young author whose book never sold —
But first, dear, there are things you should know.

Don't say you like Tchaikowsky
If anyone perchance should question you;
Since his music's heard in every house,
He's now in a class with Johann Strauss —
Don't like him even if you do.

Don't say you like Cornell, dear,
She's purely for the Wednesday clientel;
She was quite the thing in mother's day,
But now it's like liking Alice Faye —
Don't ever say you like Cornell.

If notices are always read intently,
You'll never have to suffer through the play;
Your comments must come straight from Eric Bentley
Since it looks like Walter Kerr is here to stay.

And,
Don't say you like Lautrec, sweet,
His name is one that always grates and galls;
We had thought him quite beyond compare,
But when he became José Ferrer,
We all removed him from our walls.

Please don't praise Jerry Robbins,
His ballets have that horrid Broadway touch;
We went rather wild for *Fancy Free*
And lauded his brilliant artistry —
Now he just works too goddamned much.

Watch what you like in China
For Russel Wright is just no longer new;
I'm afraid that none of us forgives
The fact that we found our relatives
All started eating off them, too.

Remember contour chairs are so bourgeois, pet,
That you must never mention them at all;
And don't forget, no matter what the *cah*pet,
It's just no good if it is wall-to-wall.

And,
Don't say you go to *Cah*pri,
For *Cah*pri, dear, is really so unchic;
When you find the folks you knew back home
Are now in Milan and Nice and Rome,
You, dear, must go to Mozambique.

Don't like the Lever building,
As modern and as stark at it may be;
We all found the model *comme il faut*
But, as you'd expect, they had to go
Build it where everyone could see.

Don't say you're fond of blintzes,
They've fallen out of favor now, my pet;
Once they suited our provincial mood,
But since they've become a frozen food,
Who wants what everyone can get?

You must appear to have immense acumen
So choose each word with caution and with skill;
You may say something kind for Harry Truman,
Since it's rather clear no other person will.

And,
Don't get enthusiastic,
Superlatives must always be supressed;
You must not become the least unnerved,
You must be detached and quite reserved —
At least until the hostess has undressed.

Blaze of glory. HUMBUG'S arrival in Brooklyn set off monster rally which reached peak when crowds marched to Coney Island for traditional bonfire.

Dixie delegation. "Doll-Baby" (HUMBUG #1) warm story of Southerners, inspired group pilgrimage North to offer personal thanks.

What happened when HUMBUG hit...

NEW YORK

Overseas readers. "Something of Mau Mau" (HUMBUG #2) brought surprise visit of fans from Kenya.

HUMBUG leaves a lasting impression wherever it goes. HUMBUG is more than a magazine...HUMBUG is a *movement*. HUMBUG is a *force*. HUMBUG is a *way of life*.

What then happens to things that fall into the orbit of this awesome publication?—How do people *react* to this?—What do the simple words..."Advertised in HUMBUG"...*mean* to a businessman?

A little of the wonder and majesty of it all is revealed on this page.

Feathered friends. "Birdwatchers Guide" (HUMBUG #1) made author Roth honored guest at gay parties.

Newsdealer Dexter Wuxtry says, "HUMBUG'S astounding popularity" is due to "fearless journalism".

HUMBUG 598 Madison Ave., N. Y. 22, N. Y.

for HALLOWEEN

Give them a trick and a treat. Give them a subscription to HUMBUG. It will be a trick on them and a treat on you.

PLEASE ENTER MY SUBSCRIPTION TO HUMBUG. I AM ENCLOSING $5.00 FOR THE NEXT FOURTEEN ISSUES.

NAME

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SEND TO HUMBUG, 598 MADISON AVE., N. Y. 22, N. Y.